

**ABSTRACT**

Techniques are disclosed for designing business content for reporting tools. In one general aspect, the invention provides for receiving a user selection of a business object 5 having associated attributes and displaying a view of the attributes. A user selection of one or more of the attributes is received, indicating the selected one or more attributes are to be displayed in a report generated in the external reporting application. The selected one or more attributes 10 are added to a business content structure. Data associated with the business content structure is retrieved and an output file is generated. The reporting application can use the output file to generate the report that includes the business content structure and the data associated therewith. The 15 business content structure can be stored in a database and later retrieved to generate an output file, allowing a report with current data to be generated by the reporting application.

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